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February 19, 1998

To: All KAM,s AM,s and DM,s

Subject: 1998 Promotion Work Plan information for Wholesale Accounts

Dear ladies and Gentleman:

Attached is a TEST information sheet for our work plan promotions. This is the form the ROU is planning to send to direct accounts to provide them with the information they need to work our promotions. *(The actual promotion information may not be correct, it is just an example)*

Included with this mailing to your direct accounts would be the following:

- Promotion letter with all pertinent information regarding the promotion
- The promotion packing form
- A receipt payment form with the amount they will be paid for wrapping the promotion. (After the wholesaler and the RJR contact sign the form, it would be sent to the ROU for payment.)
- The promotion template listing all stores that will receive the promotion

Copies of this mailing, (minus the template) would go to the RJR contact and any other individual listed at the top of the form.

Please review this form for its content and design. Once we decide on the final format, a lot of work remains to prepare the information that will be needed to be merged with this letter.

The red, blue and black colors are used by us to tell us where we will get the information. All letters mailed out will be in black.

A similar letter will be sent to sub jobbers minus information that is only useful to direct accounts.

Please send me your comments by February 27th so we can get this project rolling. We hope to have it available for the July promotions.

Sincerely,

Rory

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